



IMHE/OECD
Review of Higher Education Institutions in Regional Development

Paris, September 10-11, 2008

The Campinas Metropolitan Region

Campinas, São Paulo (State), Brazil

Renato H. L. Pedrosa
pedrosa@comvest.unicamp.br

University of Campinas – Unicamp



The Campinas Metropolitan Region Basic Facts





The Campinas Metropolitan Region Basic Facts



The Campinas Metropolitan Region Basic Facts

- **Established by State Law in 2000**
 - eligibility criterion is pop. > 1 million
- **Comprises 19 municipalities**
- **Main urban center is Campinas, pop. just over 1 million**
 - Smallest city is Holambra, with pop. 8,200
- **Region's population: 2.6 million**
 - 90% live in urban areas
 - 6.5% of São Paulo's pop.
 - 1.4% of Brazil's pop.



The Campinas Metropolitan Region

Demographics and Higher Ed (2005)

	Brazil	São Paulo	Campinas MR
Population	186 million	40 million	2.6 million
Per capita GDP (PPP)	US\$ 7,500	US\$ 11,200	US\$ 16,500
Tertiary enrolment	5,0 million	1,2 million	81,900
Public HE sector enrolment (% over total)	28%	16%	20%
Net tertiary enrolment (gross tertiary enrolment) Age group: 18-24 years	12% (21%)	15% (23%)	16% (24%)



The Campinas Metropolitan Region

Higher Ed Institutions and Enrolment (2005)

Type	Number of HEIs	Undergraduate enrolment	Graduate enrolment
Public research university (University of Campinas - Unicamp)	1	16,200	11,100
Catholic university	1	20,500	500
Private undergraduate universities	2	14,200	-
Technological HEIs (2 public, 2 private)	4	1,600	-
Other HEIs (undergraduate and private, for profit)	27	29,400	-
Total	36	81,900	11,600



The Campinas Metropolitan Region

Research Institutes

- **Agronomic Institute of Campinas – IAC**
- **Brazilian Agricultural Research Corporation – EMBRAPA**
- **National Synchrotron Light Laboratory – LNLS**
- **Telecommunications Research and Development Center – CPQD**
- Full Technical Assistance Bureaus – CATI
- Renato Archer Research Center – CENPRA
- Biological Institute – IB
- Food Technology Institute – ITAL
- Institute of Zoothechnology – IZ



The Campinas Metropolitan Region

Economic Base

- **Diversified, both service and industrial sectors are well developed**
- **Strong commercial center (three large retail malls)**
- **50 of the top 500 world companies have subsidiaries in the region**
 - **Dell, Motorola, Samsung**
 - **Honda, Toyota**
 - **Rhodia, Petrobras (oil refinery)**
 - **Goodyear, etc**
- **1/3 of the commercial cargo air traffic of Brazil go through Viracopos, the Campinas international airport**
- **Only five out of 27 states in Brazil have a larger GDP than the Campinas Region**



The Campinas Metropolitan Region

Review's structure

Sponsoring institution: Foundation "Forum Campinas"

Steering Committee (18 members):

- **Metropolitan Region (2)**
 - President of Region (Mayor)
 - State Development Agency for the Region
- **University of Campinas – Unicamp (1)**
- **Catholic University (1)**
- **Private HEIs' representation (1)**
- **Research Institutes (9)**
- **The State of São Paulo Research Foundation – Fapesp (1)**
- **Campinas Commercial and Industrial Association (1)**
- **Federation of Industries of the State of São Paulo (1)**
- **Center of the Industries of the State of São Paulo (1)**



The Campinas Metropolitan Region

Main objectives/challenges of Review

Objectives:

- 1) increased availability of information and data regarding the HE system in the region;
- 2) increased visibility, aimed at other stakeholders, of relevance of HE for the regional economic and social development;
- 3) increased awareness by the different players involved in HE regarding their role in the social and economic development process of the region (and beyond);
- 4) increased opportunities for cooperation among the various regional HEIs and HE subsystems; and, finally,
- 5) increased awareness by regional HEIs about opportunities for national and international cooperation.



The Campinas Metropolitan Region

Main Challenges of Review

Challenges:

- 1) To increase the engagement of many private organizations/institutions, including the private HE system, in the whole process, since so far there has been little interaction between them and the public HE sector.
- 2) To present convincing arguments and strategies for the expansion of the HE system, in particular of HEIs with graduate/research orientation, to cope with the demands of a competitive economy in global terms, without missing the need of having more equitable access to HE in general.
- 3) To increase the awareness of regional governing structure of the importance of the HE system to the regional development.